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ABSTRACT

This book presents cutting-edge research designed to stimulate and inform the debate over advertising to the children's market and the effects such advertising has on children. Perspectives are organized in sections to address what children know and think about advertising, how advertising works with children, and what issues are at the forefront of societal and public-policy thinking. Following an introduction by M. Carole Macklin and Les Carlson, the chapters are: (1) "Through the Eyes of a Child: Children's Knowledge and Understanding of Advertising" (Deborah Roedder John); (2) "Socialization and Adolescents' Skepticism toward Advertising" (Tamara F. Mangleberg and Terry Bristol); (3) "Evaluating the Impact of Affiliation Change on Children's TV Viewership and Perceptions of Network Branding" (Robert Abelman and David Atkin); (4) "Youth, Advertising, and Symbolic Meaning" (Cindy Dell Clark); (5) "'We'll Be Back in a Moment': A Content Analysis of Advertisements in Children's Television of the 1950s" (Alison Alexander, Louise M. Benjamin, Keisha L. Hoerrner, and Darrell Roe); (6) "Mothers' Preferences for Regulating Children's Television" (Ann D. Walsh, Russell N. Laczniak, and Les Carlson); (7) "A Comparison of Children's and Prime-Time Fine-Print Advertising Disclosure Practices" (Darrel D. Muehling and Richard H. Kolbe); (8) "The Beauty Myth and the Persuasiveness of Advertising: A Look at Adolescent Girls and Boys" (Mary C. Martin, James W. Gentry, and Ronald Paul Hill); (9) "Selling Food to Children: Is Fun Part of a Balanced Breakfast?" (Bonnie B. Reece, Nora J. Rifon, and Kimberly Rodriguez); (10) "How Do We Persuade Children not To Smoke?" (Laura A. Peracchio and David Luna); (11) "Camels and Cowboys: How Junior High Students View Cigarette Advertising" (Barbara J. Phillips and Liza Stavchansky); (12) "Adolescents' Attention to Beer and Cigarette Print Ads and Associated Product Warnings" (Richard J. Fox, Dean M. Krugman, James E. Fletcher, and Paul M. Fischer); (13) "Advertising to Children in the Twenty-First Century: New Questions within Familiar Themes" (Christine Wright-Isak); (14) "The Future for Children and the Internet" (Carole Walters); (15) "Advertising's Effects: Juxtaposing Research with Older and Younger Youths" (Marvin E. Goldberg); and (16) "The Context of Advertising and Children: Future Research Directions" (Jeffrey J. Stoltman). (Each chapter contains references.) (HTH)

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